



Physics Without Borders

Particle Physics Communication Conference

XVII^{me} Rencontres de la Vallée D'Aoste

March 2003

Judith Jackson, Fermilab

La Thuile 2003

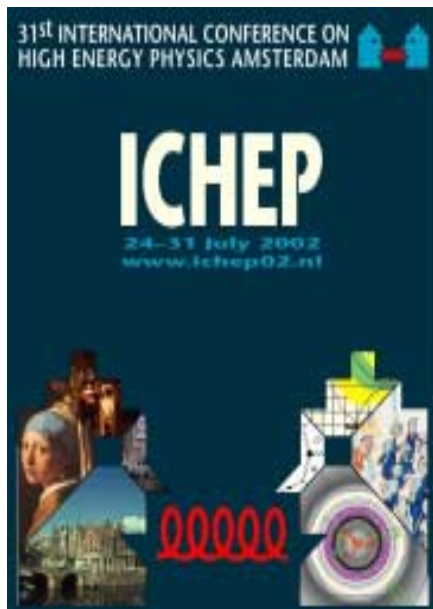


- Thanks to conference organizers for inviting physics communicators to La Thuile
- A unique group of people and a unique opportunity to think about strategic communication for particle physics

**Les Rencontres de Physique
de la Vallée d'Aoste**



Much warmer...





Physics Without Borders

Progress in Global Communication
for High-Energy Physics

ICFA
Tsukuba, Japan
February 14, 2003

Judith Jackson, Fermilab



*Happy
Valentine's
Day!*

We're all in this together.



- Particle physics today is a worldwide collaboration.
- The discoveries of the future will require still greater collaboration among laboratories, among nations and across the fields of physics.
- For the science of high-energy physics to succeed, we must all succeed. We will live or die by our capability for international collaboration.

Global communication for global HEP



- Collaboration in HEP communication is critical to the future of our field.
- We can use resources more efficiently, avoid parallel efforts, make the most of opportunities.
- Learn from each others' successes—and mistakes.

Global HEP Communication



- Strengthens our current worldwide program.
- For a large-scale facility to be built and operated somewhere in the world, our ability to communicate as one will be essential.
- For the vision to become reality, communication needs to change now.

Beyond the Standard Model



To achieve the kind of future that all of us want for particle physics, we have begun to change the way we communicate.

Collaboration established December 2001 at DESY

Brookhaven, Gran Sasso
DESY, Fermilab,
CERN, SLAC



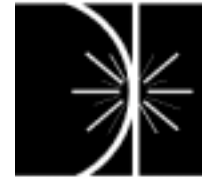
Current members



- Brookhaven
- Berkeley Lab
- CERN
- Cornell
- DESY
- Dubna
- Frascati
- Fermilab
- Gran Sasso
- INFN
- **IN2P3**
- KEK
- Saclay
- SLAC
- Thomas Jefferson

All HEP labs are invited to join.

Communication without borders



- Established a global collaboration for **strategic** high-energy physics communication
 - Common “Interactions Newswire”
 - World “image bank” on common HEP website
 - Press release coordination and consultation
 - Communication on the agenda at physics conferences
- **To date, progress on all fronts**

Interactions, the news wire



- [Interactions News Wire](#)
- www.interactions.org
- News from the world of particle physics
- Press releases and other news from the world's labs, experiments, funding agencies, advisory panels...
- Open to all HEP labs

Interactions, the newswire



- Five months of operation
- 30 physics news bulletins
- 466 subscribers from 31 countries as of 3 March
 - ...including Air Canada, Boskovic Institute (Croatia), Crain's Chicago Business, Dallas Morning News, Jema (Spain), Knight Ridder, Kyodo News, National Public Radio, Nature, New Scientist, New York Times, Pravda, Science Magazine, Tass, The Associated Press, USA Today....
- We have a channel to get the word out.

Interactions the website



“Family”
rollout mid-
March at La
Thuile

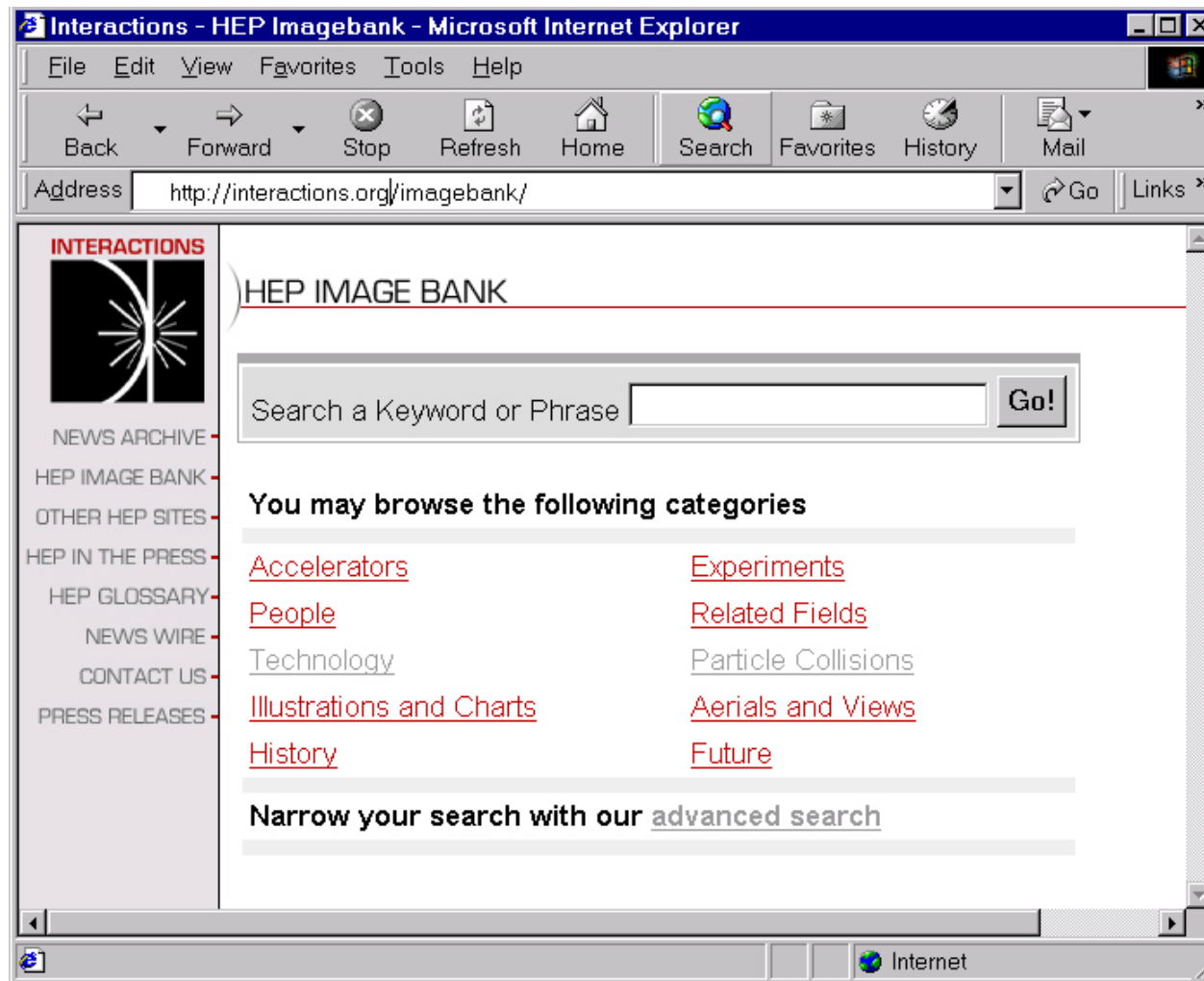
Public rollout
Summer 2003

A website for all of us



- A resource for all who communicate about or in support of high-energy physics
- Physics community, science writers, reporters, policy makers, advisory panels...
- World HEP Image Bank: one-stop shopping for images from high-energy physics worldwide
- <http://209.242.196.11/imagebank/>

World HEP Image Bank



World HEP image bank




Interactions - HEP Imagebank - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail

Address <http://209.242.196.11/imagebank/advSearch.html> Go Links

INTERACTIONS

 **HEP IMAGE BANK**

You may search any combination of the following fields.

Keyword or Phrase

Lab

Accelerators ☐ Experiments ☐

People ☐ Related Fields ☐

Technology ☐ Particle Collisions ☐

Illustrations and Charts ☐ Aerials and Views ☐

History ☐ Future ☐

Results per Page =

Done Internet

World HEP image bank



Interactions - HEP Imagebank - Microsoft Internet Explorer

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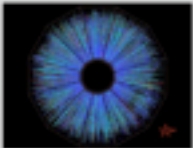
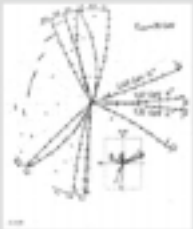
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INTERACTIONS

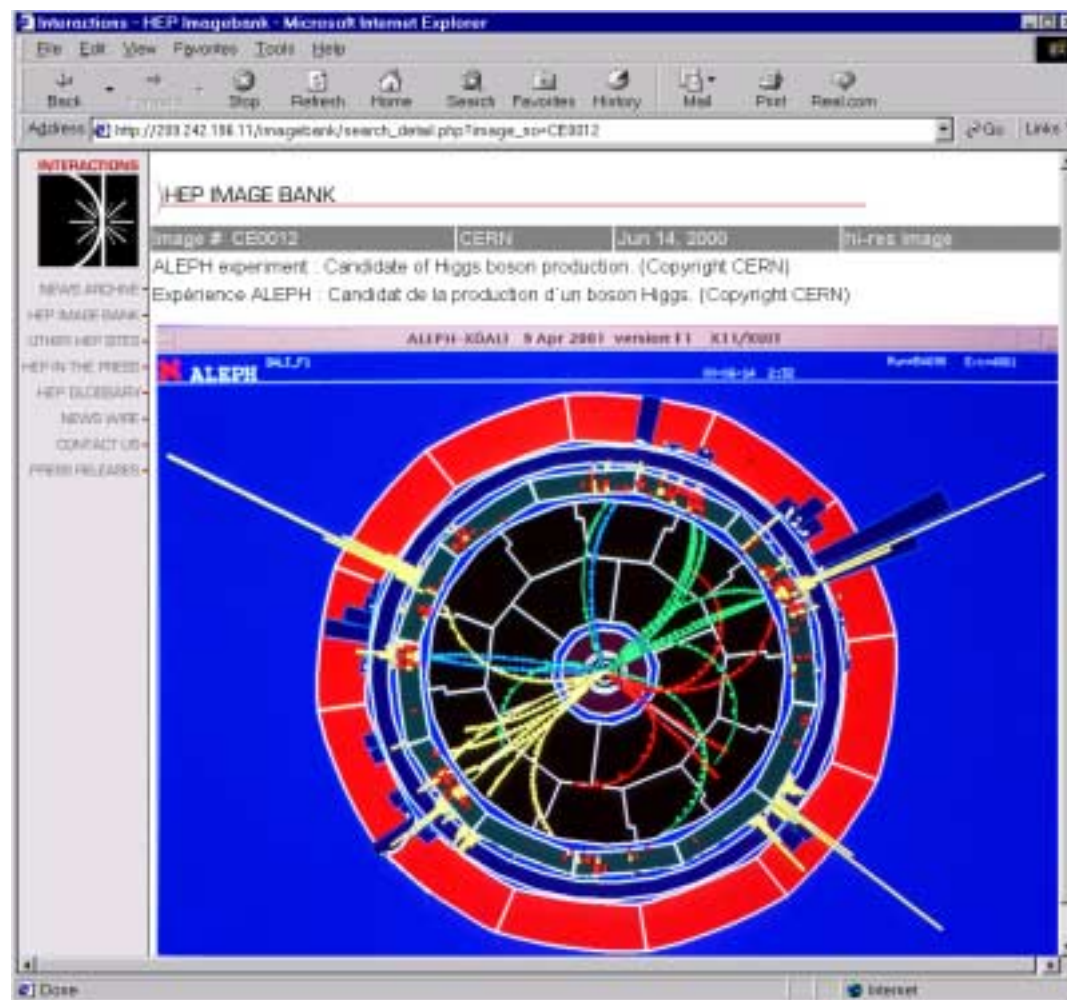
HEP IMAGE BANK

Your search has returned 26 results. Results per page are set to 5.

	<table border="1"><tr><td>Image #</td><td>Brookhaven National Laboratory</td><td>Jan 1, 2001</td></tr><tr><td>BN0002</td><td></td><td></td></tr></table> <p>End view of a collision of two 30-billion electron-volt gold beams in the STAR detector at the Relativistic Heavy Ion Collider at Brookhaven National Laboratory. The beams travel in opposite directions at nearly the speed of light before colliding. (Courtesy: Brookhaven National Laboratory)</p> <p>more information : hi-res image</p>	Image #	Brookhaven National Laboratory	Jan 1, 2001	BN0002		
Image #	Brookhaven National Laboratory	Jan 1, 2001					
BN0002							
	<table border="1"><tr><td>Image #</td><td>DESY</td><td>Jan 1, 2001</td></tr><tr><td>DE0004</td><td></td><td></td></tr></table> <p>A pioneering discovery in 1979. At the PETRA storage ring, the "gluon" was directly observed for the first time. The gluon is the carrier particle of the strong force, which binds the fundamental constituents of all matter - the quarks - together and is considered one of the four basic forces of nature. For their discovery of the gluon in 1979, four DESY scientists received the Particle Physics Prize of the European Physical Society (EPS), considered the</p>	Image #	DESY	Jan 1, 2001	DE0004		
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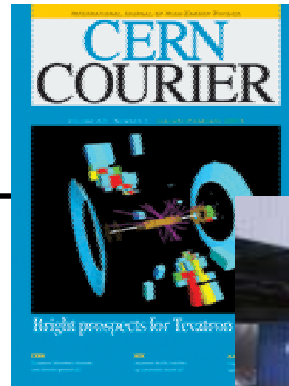
Done Internet

World HEP Image Bank



Collaboration

- CERN Courier
- Fermilab/SLAC users
- CERN/BNL/Fermilab press release
- DESY release
- KEK meeting
- Image banking



Next Meeting La Thuile



Conference organizers invited InterAction to hold parallel HEP communication “rencontres” and present results to physics conference—a first.

**Les Rencontres de Physique
de la Vallée d'Aoste**



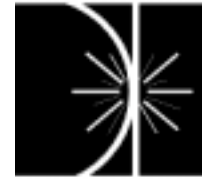
Next Project: Lepton-Photon 2003



- Fermilab
11-16 August 2003
- Collaborate
on communication
and outreach
- Joint strategy,
press room,
communications,
materials



At last, a name!



- “By your works shall ye be known.”
- Interactions, the media empire
 - Interactions, the news wire
 - Interactions, the website
 - Coming soon: Interactions the magazine
- And now, InterAction, the collaboration!

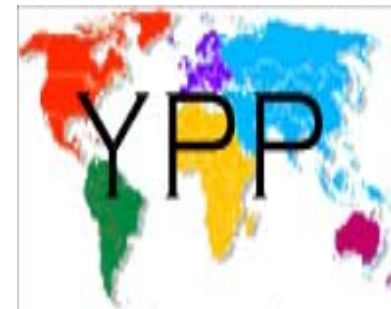
Links to others



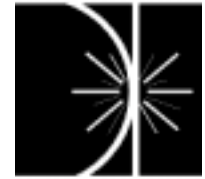
EPPOG



LAB COMMUNICATION
COUNCIL



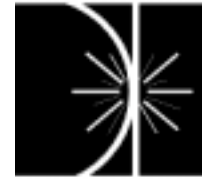
Links matter...



- But InterAction is unique.
- A collaboration of people whose job it is to get up in the morning and communicate for high-energy physics.
- (The light-source people have asked us to show them how it's done.)



Communication without borders

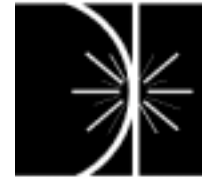


“Not only to help international particle physics stay alive, but also how we, in our field of activity, can set visible footprints for peaceful collaboration across all borders.”

Petra Folkerts, DESY
12 September 2001



ICFA letter of support



“At the recent ICFA meeting, the Committee appreciated your report on the need for better communication about particle physics, and ICFA endorses the efforts of the international collaboration of particle physics communicators, InterAction.”

Strategic Communication vs. “Outreach”



- Education and outreach are valuable activities, but they are not strategic communication.
- Strategic communication looks at issues, sets goals, identifies target audiences, develops strategies and tactics to reach goals.

Three days +



- **Monday:** Define the issues for worldwide particle physics today. (Talk from each lab, with discussion.)
- **Tuesday:** Identify specific communication resources, opportunities and challenges for collaboration.
- **Wednesday:** Create a strategic worldwide particle physics communication plan for InterAction.
- **Thursday:** Present results to La Thuile “Rencontres.”
- **Friday:** Get started on action items.

It's up to us.



- In particle physics, communication resources are centered at the labs: budgets, mission, staff, expertise, publications, networks.
- If we don't do it, no one else will.
- We can help to shape the future of international particle physics.